

ATIN AHLUWALIA

CREATIVE DIRECTOR (COPY) | PORTFOLIO: www.atinwalia.com

With over 12 years of work experience, I have a robust background in leading multi-disciplinary teams to acquire new businesses and achieve remarkable growth for global brands. As an award-winning copywriter and a versatile creative leader, I put an unblinking focus on delivering creative excellence. With the right balance of traditional advertising and the latest technology, I've set a new high mark for brands across industries including FMCG, fashion, automobile, banking, health & wellness, IT and more.

AWARDS WON



WARC

CONTACT DETAILS

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Emerald Hills, Gurugram,
India -122002

WORK EXPERIENCE

Leo Burnett, Gurugram, India | Creative Director (Copy - Integrated)

September 2022 to Present

Brands: PepsiCo, IndusInd Bank, Niva Bupa Health Insurance, Kent

OHI Leo Burnett, Muscat, Oman | Associate Creative Director (Copy)

November 2017 to May 2022

Brands: Suzuki, GMC, Meethaq Islamic Banking, Oman Oil Marketing, Geely Automobiles

Havas Worldwide, Delhi, India | Creative Supervisor (Copy)

February 2016 to October 2017

Brands: Durex, Mortein, Veet, Horlicks, Crocin, Boost, Eno

Mullen Lowe Lintas Group, Mumbai, India | Copywriter

August 2012 to January 2016

Brands: Johnson's Baby, Olx.com, Firstcry.com, Hindustan Times, Google, The Glenlivet, Wills Lifestyle, Policy bazaar.com, One Touch Blood Glucose Meters

RECENT MILESTONE PROJECTS

- Disruptively launched **Indie from IndusInd Bank** (Finance App) during the ICC Men's Cricket World Cup 2023. This integrated campaign comprised of 4 TVCs and various on-ground activations. The thematic received over 1 crore views in under a month with millions of app downloads, surpassing the target in no time.
- Bringing back **7UP** to North India after 16 years with a super duper refreshing campaign featuring Ranbir Kapoor and Rashmika Mandana. The 360 degree campaign was amplified across TV, social media and outdoor. This campaign has put 7UP bang in the middle of the refreshment narrative in the country.
- Successfully launched **Dinamita from Doritos – Har bite mein blast**. The campaign comprised of a launch TVC, Spotify ad spots, OOH and digital activations. The campaign rightfully glorifies the explosive nature of the product with a purple blast.

EDUCATION & CERTIFICATIONS

B.Com (Honors in Economics)

S.D College, Chandigarh, India - 2012

Certification in Copywriting

A Cannes Lions Course powered by 42 course - 2021

Certification in Creative Leadership

A Cannes Lions Course powered by 42 courses - 2021

